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09/728,782	11/30/2000	John Kowtko	ORCL5718	2705

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EXAMINER

ZHOU, TING

ART UNIT	PAPER NUMBER
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2173

DATE MAILED: 03/25/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

# Office Action Summary

Application No.

09/728,782

Applicant(s)

KOWTKO ET AL.

Examiner

Ting Zhou

Art Unit

2173

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

## Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

## Status

- 1) ☐ Responsive to communication(s) filed on \_\_\_\_.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

## Disposition of Claims

- 4) ☒ Claim(s) 1-24 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-24 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_ are subject to restriction and/or election requirement.

## Application Papers

- 9) ☒ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 30 November 2000 is/are: a) ☐ accepted or b) ☒ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

## Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

## Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_.
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: \_\_\_\_.

## **DETAILED ACTION**

### ***Drawings***

1. The drawings are objected to because the following reference characters are not labeled in an appropriate descriptive manner: Note reference character "414" in Figure 4.
2. Applicant is required to submit a proposed drawing correction of the above noted deficiencies in reply to this Office action. However, formal correction of the noted defect may be deferred until after the examiner has considered the proposed drawing correction. Failure to timely submit the proposed drawing correction will result in the abandonment of the application.

### ***Specification***

3. The disclosure is objected to because of the following informalities: the phrase "Other objects of the present invention are to provide are methods and systems" on line 10 of page 3 is grammatically incorrect. It is suggested that the phrase be changed to -- Other objects of the present invention are to provide methods and systems --.

Appropriate correction is required.

### ***Claim Objections***

4. Claim 9 is objected to because of the following informalities: claim 9 recites the same limitations as claim 6, both dependent upon claim 1. The examiner assumes that this is a typographical error and that claim 9 is supposed to be dependent upon claim 7. For purposes of examination, the examiner treats claim 9 as dependent upon claim 7. Appropriate correction is required.

***Claim Rejections - 35 USC § 102***

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in a patent granted on an application for patent by another filed in the United States before the invention thereof by the applicant for patent, or on an international application by another who has fulfilled the requirements of paragraphs (1), (2), and (4) of section 371(c) of this title before the invention thereof by the applicant for patent.

The changes made to 35 U.S.C. 102(e) by the American Inventors Protection Act of 1999 (AIPA) and the Intellectual Property and High Technology Technical Amendments Act of 2002 do not apply when the reference is a U.S. patent resulting directly or indirectly from an international application filed before November 29, 2000. Therefore, the prior art date of the reference is determined under 35 U.S.C. 102(e) prior to the amendment by the AIPA (pre-AIPA 35 U.S.C. 102(e)).

5. Claims 1-7, 9-13, 15-20 and 22-24 are rejected under 35 U.S.C. 102(e) as being anticipated by Underwood et al. U.S. Patent 6,697,825.

Referring to claim 1, Underwood et al. teach a method of creating a customized Web site for a customer (column 4, lines 51-53) comprising the steps of selecting one of a plurality of stored generic Web site templates, each of the plurality of generic Web site templates including a plurality of customizable attributes (column 12, lines 34-40 and column 13, lines 48-60), retrieving at least one of a graphic, text and configuration information from a Web site of the customer (import the user's own content, including text and/or graphics that the user has previously created), customizing a look of the selected generic web site template by selectively inputting the retrieved at least one of graphic, text and configuration information into the customizable attributes (customizing the user's Web site by importing the text and/or graphics that the user has previously created; also, the Web Definer can generate a template Web site according to the characteristics/preferences, or configuration information of the user and editing the provided template into the user's own unique Web site), as recited in column 7, lines 55-61, column 12, lines 34-40 and also shown in Figure 8. The process of building the user's customized Web site is further illustrated in Figures 2 and 4.

Referring to claim 7, Underwood et al. teach posting sales materials (a marketing Web site presentation used in business applications) to an online collaboration tool (the Web Definer), the online collaboration tool enabling both a sales representative (the designer of the Website) and a potential customer (users of the targeted category) to view the posted sales materials simultaneously, the sales materials including at least one of a presentation, a press release, an analyst review and a customer reference (column 5, lines 23-28, column 6, lines 50-56 column 28, lines 59-67); accessing a Web site of the potential customer and retrieving at least one of a graphic, text and configuration information therefrom (import the user's own content, including

text and/or graphics that the user has previously created); customizing a look of a generic Web site template with the retrieved at least one of graphic, text and configuration information to create a customized Web site (customizing the user's Web site by importing the text and/or graphics that the user has previously created; also, the Web Definer can generate a template Web site according to the characteristics/preferences, or configuration information of the user and editing the provided template into the user's own unique Web site); and posting the customized Web site to the online collaboration tool and causing the customized Web site to be displayed for the potential customer, as recited in column 8, lines 18-67 and column 28, lines 59-67.

Referring to claim 16, Underwood et al. teach a system comprising a first Web site, the first Web site including a plurality of input fields for a corresponding plurality of customizable attributes, each of the plurality of input fields being configured to accept at least one attribute of a second Web site, a plurality of generic Web site templates, and means for applying the at least one attribute of the first Web site to at least one of the plurality of generic Web site templates to generate the customized Web site or demo, the customized Web site or demo being configured to resemble a look and feel of the second Web site, as recited in column 7, lines 55-61, column 12, lines 34-40 and column 13, lines 10-23 and lines 48-67. This is further shown in Figures 2, 4, and 8.

Referring to claims 2, 10 and 15, Underwood et al. teach running at least one Web application or demo from the Web site, the Web application or demo being configured to extract screen display definitions from database tables within a database and to customize the extracted screen display definitions according to the retrieved at least one graphic, text and configuration information, as recited in column 29, lines 26-38 and column 38, lines 9-18.

Referring to claims 3 and 11, Underwood et al. teach inputting the retrieved at least one of graphic, text and configuration information into a control panel, the control panel being configured to apply the retrieved at least one graphic, text and configuration information to the selected generic Web site template, as recited in column 14, lines 19-32. This is further shown in Figure 8, where template information associated with a selected industry category for the Web site are input onto the panel and the selected template information are used to create the Web site.

Referring to claims 4 and 12, Underwood et al. teach at least one of graphic, text and configuration information of the customized Web site including a look and feel of the customer's Web site, as recited in column 5, lines 36-41 and column 9, lines 46-56.

Referring to claims 5 and 13, Underwood et al. teach the look and feel of the customized Web site including at least one of color schemes, fonts, links, animation, navigation bars and texture of the customer's Web site (the customer can choose the look and feel of the Web site by choosing different styles, colors, art, etc.), as recited in column 9, lines 46-56 and further shown in Figure 51.

Referring to claims 6, 9 and 17, Underwood et al. teach the plurality of Web site templates including a template for an extranet portal, an intranet portal and an applications portal, as recited in column 4, lines 41-46, column 5, lines 11-33 and column 38, lines 19-26.

Referring to claim 18, Underwood et al. teach the customizable attributes of the first Web site including at least one of graphics, text, configuration information, color schemes, fonts, links, animations, navigation bars, texture and layout of the second Web site (the customer can

choose the look and feel of the Web site by choosing different styles, colors, art, etc. suggested by the designer) (column 9, lines 46-56 and further shown in Figure 51).

Referring to claim 19, Underwood et al. teach a Web collaboration tool (the Web Definer) configured to enable the customized Web site or demo to be simultaneously viewed and acted upon by at least a first and second party (designer of the Web site and the user of the Web site; for example, the designer can view and act upon the Web site by integrating new suggested content, navigation, styles, etc. into the Web site where users can choose from the suggestions made by the designer and customize the look and feel of the Web site), as recited in column 9, lines 46-56, column 28, lines 59-67, column 29, lines 1-2 and column 32, lines 50-67.

Referring to claim 20, Underwood et al. teach the first party including a sales rep (designer of the business site) and the second party including a potential customer (user of the site), as recited in column 9, lines 46-56.

Referring to claim 22, Underwood et al. teach a database, the database being configured to store the plurality of generic Web site templates (column 12, lines 34-40 and column 13, lines 48-60).

Referring to claim 23, Underwood et al. teach the database being configured to store a Web-enabled application configured to be launched from the customized Web site, as recited in column 4, lines 4-7.

Referring to claim 24, Underwood et al. teach the Web-enabled application being adapted to change its appearance according to the at least one attribute from the second Web site (embedded applications for Web site templates can be customized by a user) (column 13, lines 10-23).



*Claim Rejections - 35 USC § 103*

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

6. Claims 8, 14 and 21 are rejected under 35 U.S.C. 103(a) as being unpatentable over Underwood et al. U.S. Patent 6,697,825, as applied to the claims above, and further in view of Slik et al. U.S. Patent 5,809,145.

Referring to claim 8, Underwood et al. teach all of the limitations as applied to claim 7 above. Specifically, Underwood et al. teach accessing a Web site of the potential customer and retrieving at least one of a graphic, text and configuration information therefrom (import the user's own content, including text and/or graphics that the user has previously created) and posting the customized Web site to the online collaboration tool and causing the customized Web site to be displayed for the potential customer, as recited in column 8, lines 18-67 and column 28, lines 59-67. However, Underwood et al. fail to teach carrying out a telephone conference with a potential customer. Slik et al. teach a method of distributing information to customers over a WWW server at a Web site, similar to that of Underwood et al. In addition, Slik et al. further teach carrying out a telephone conference with the potential customer, as recited in column 14,

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lines 7-10 and column 21, lines 28-31. It would have been obvious to one of ordinary skill in the art, having the teachings of Underwood et al. and Slik et al. before him at the time the invention was made, to modify the Web site customization method taught by Underwood et al. to include the telephone conference capabilities of Slik et al., in order to obtain a method where a telephone conference can be carried out with a potential customer, thereby allowing the accessing and posting of the Web site to be carried out during the telephone conference. It would have been advantageous for one to utilize such a combination in order to accommodate customers without Internet access or people with visual impairments.

Referring to claim 14, Underwood et al. teach all of the limitations as applied to the claims above. Specifically, Underwood et al. teach the potential customer and the sales rep accessing the Web site in a predetermined order (the designer, or sales rep access the Web site by integrating suggested content, styles, etc. into a marketing Web site and the customer subsequently accesses the Web site by choosing from the suggested content, styles, etc.) (column 9, lines 46-57). However, Underwood et al. fail to teach a telephone conference between the potential customer and the sales rep. Slik et al. teach a method of distributing information to customers over a WWW server at a Web site, similar to that of Underwood et al. In addition, Slik et al. further teach carrying out a telephone conference with the potential customer, as recited in column 14, lines 7-10 and column 21, lines 28-31. It would have been obvious to one of ordinary skill in the art, having the teachings of Underwood et al. and Slik et al. before him at the time the invention was made, to modify the Web site customization method taught by Underwood et al. to include the telephone conference capabilities of Slik et al., in order to obtain a method where the customized Web site can be viewed by both the potential customer and the

sales rep in a predetermined order decided during a telephone conference. It would have been advantageous for one to utilize such a combination in order to accommodate customers without Internet access or people with visual impairments.

Referring to claim 21, while Underwood et al. teach all of the limitations as applied to the claims above, they fail to teach a telephone connection between the first and second party. Slik et al. teach a method of distributing information to customers over a WWW server at a Web site, similar to that of Underwood et al. In addition, Slik et al. further teach a telephone connection between the first party (the customer) and the second party (the system processing the financial transaction), as recited in column 14, lines 7-10 and column 21, lines 28-31. It would have been obvious to one of ordinary skill in the art, having the teachings of Underwood et al. and Slik et al. before him at the time the invention was made, to modify the Web site customization method taught by Underwood et al. to include the telephone connection of Slik et al., in order to obtain a method where the first and second parties can communicate via a telephone connection. It would have been advantageous for one to utilize such a combination in order to accommodate customers without Internet access or people with visual impairments.

7. The prior art made of record on form PTO-892 and not relied upon is considered pertinent to applicant's disclosure. Applicant is required under 37 C.F.R. § 1.111(c) to consider these references fully when responding to this action. The documents cited therein teach similar methods for customizing the appearance of graphical user interfaces.

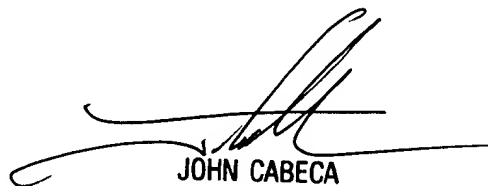
*Conclusion*

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Ting Zhou whose telephone number is (703)305-0328. The examiner can normally be reached on Monday - Friday 7:00am - 4:30pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Cabeca can be reached on (703) 308-3116. The fax phone number for the organization where this application or proceeding is assigned is (703) 872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

March 10, 2004

  
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